AMENDMENTS TO THE CLAIMS

In the Claims:

The following is a list of claims currently pending in this application and their current status. This listing of claims replaces all prior versions and listings in this application.

1. (Cancelled)

2. (Currently amended) The method of claim ~~1~~ 21 further comprising creating a search model using ~~the plurality of~~ client data, the search model being configured to provide a score indicative of a relevance of a website link to the keyword.

3. (Canceled)

4. (Currently amended) The method of claim ~~1~~ 21 further comprising:
   informing the search engine of a selected layout among a plurality of different layouts to be used in presenting the plurality of links, the selected layout being selected based on a number of consumers who clicked on a link as presented in the selected layout versus the same link as presented in other layouts.

5. (Currently amended) The method of claim ~~1~~ 21wherein links associated with the keyword are assigned corresponding scores using a search model.

6-9. (Canceled)

10. (Currently amended) The method of claim 1 wherein the ~~plurality of~~ client data ~~comprises~~ further includes consumer purchase behavior.

11-13. (Canceled)

14. (Currently amended) A system for providing search results, the system comprising:

a plurality of client computers, each ~~of the~~ client computers ~~s~~ including a persistently resident message delivery program, executing independent of any browser program, ~~that is~~ configured to record client data indicative of consumer preferred links for keywords employed to perform searches across different search engines and across multiple websites, wherein the user of the client computer is aware of and has approved the operations of the message delivery program and the communication of such navigation history data; and

a message server computer configured to receive client data from the message delivery program in each of the client computers, the message server computer storing a ranking of links associated with particular keywords, the ranking being based on client data.

15. (Previously presented) The system of claim 14 further comprising:

a search engine configured to receive a search request for a keyword from a first client computer, the search engine being configured to provide the keyword to the message server computer and to receive a set of links from the message server computer over the Internet, the links in the set of links determined to be relevant to the keyword based on the client data.

16. (Previously presented) The system of claim 14 wherein the search engine is configured to receive information on a selected layout among a plurality of different layouts to be used in presenting the set of links from the message server computer, the selected layout being selected based on a number of consumers who clicked on a particular link as presented in the selected layout versus the same particular link as presented in other layouts in the plurality of different layouts.

17. (Previously presented) The system of claim 15 wherein the links in the set of links point to web pages on the Internet.

18. (Original) The system of claim 14 further comprising:

a search model created using the client data and configured to provide a score for a link, the score being indicative of relevance of the link to a keyword.

19-20. (Canceled)

21. (New) A method of responding to a search request in a computer network, comprising:

receiving client data from application programs operating on client computers and executing independently of internet browsers on such computers, the client data including

client navigation history data across multiple websites; and

search engine response and subsequent navigation history, across all search engines employed by the client computer;

wherein the user of the client computer is aware of and has approved communication of such navigation history data;

assembling a database associating website links with consumer preferences gathered from consumers;

receiving a search request, including at least one keyword; and

providing at least one website identification from the database.